



Local Strategic Partnership

Community Strategy 2013-2016



*'Listening, planning,
acting, in partnership'*

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Foreword



Welcome to Hertsmere's Community Strategy 2013-2016. This strategy has been produced following information-gathering and consultation with many different partners and the community at large. The findings will allow us to concentrate on issues which the Local Strategic Partnership (Hertsmere Together) can best address through local partnership working.

Hertsmere Together brings together leaders from key public, private and voluntary organisations to improve the area and the way we work together. The past three years has seen the partnership focus on delivering the aims in the previous Community Strategy as well as tackling key issues during the recession. The review of the strategy has enabled the partnership to refocus and take account of the 2011 Census as well as new government policies including the Localism Act and Public Health Act.

We are keen to focus on three areas; healthier, safer and thriving communities through strong leadership, accountability, and involving you in shaping services. Alongside the delivery of our priorities, we will continue to work closely together developing Hertsmere as a great place to live, work and visit.

A handwritten signature in blue ink, appearing to read 'Morris Bright', with a long, sweeping flourish extending to the right.

Councillor Morris Bright (LSP Chairman)



Executive Summary

The aim of this community strategy is to promote and improve the economic, social and environmental wellbeing of the area, through a collective approach to service delivery.

The strategy outlines the key challenges facing Hertsmere and how we are going to address these. Hertsmere needs the community, private, public and voluntary sectors to all work collaboratively to keep moving forward.

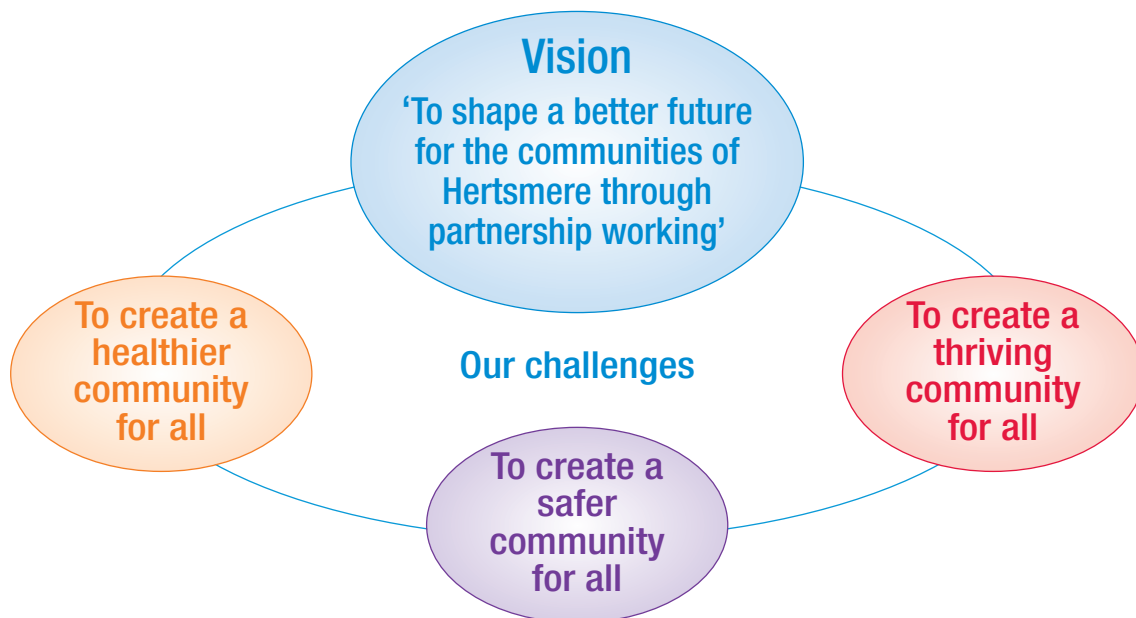
We want to continue to make Hertsmere a great place to visit, offering shopping and leisure opportunities as well as an inspiring film and television heritage and present-day creative media industry. We want Hertsmere to be a great place for business, delivering economic

growth and jobs in a high quality environment. We also want to enable people to live well with good health, in a good standard of housing and in a safe and green environment.

Hertsmere Together believes this community strategy promotes a shared vision amongst service providers in the area and therefore it is important to refresh and keep up to date. It also provides a clear steer for decision making and communication with stakeholders.

An annual report is published each year which details the key successes and partnership projects which have taken place. It also reviews the current work taking place as well as the membership of the board.¹

Hertsmere Together's Vision



We will work together with communities to identify solutions and initiatives to address local issues.

¹ This information can be found on the website, www.hertsmere.gov.uk/hertsmere-together

We asked... You said... We did...

Key successes

The following are examples of innovative partnership projects that have been undertaken, through Hertsmere Together, since 2009:

You said...	We did...
Promote and provide opportunities for healthier lifestyles and improve the quality of life for all.	• NHS Hertfordshire and the LSP have provided £50,000 over the last three years to help reduce health inequalities and deliver projects including; Scrummy, Fitlinx, Mental Health Awareness and Timebank. • Smoking Cessation initiatives have taken included brief intervention training and smoke free play areas. • Health 4 Life sought to improve referrals from GPs by providing a physical activity care pathway at leisure centres which was accessible to all. • Take Part worked with residents across the borough from different backgrounds to get people more involved in the community and decision making.
Work towards combatting poverty and narrowing the gap.	• An incubation hub in Potters Bar helped to develop support for new businesses. • The Financial Literacy project gave people the skills, knowledge to make the best financial choices and avoid crisis. • Two jobs fairs were held to improve opportunities for people to get back into work. • Enterprise courses and health steps programme were delivered to improve young people's chances to get into training or work.
Create better living conditions for Hertsmere residents.	• The PLACE Scheme was Hertsmere's approach to tackling empty homes and ensuring there is more housing available. The Hertsmere Homes project has also ensured good quality temporary accommodation for homeless families. • Environmental Action Days have identified and taken action against issues such as fly-typing litter and graffiti. • The HEEP Scheme installed many energy efficiency measures to homes to reduce energy costs and become greener.
Promote quality activities for children and young people.	• Continued to deliver the Be There! Do it! programme of activities for young people, tailoring the project each year to meet the needs of young people. • The Youth Network was re-established bringing together a number of partners who deliver services for young people. An annual youth conference for young people was also held.
Create a safer environment and increase the feelings of safety.	• From April 2011-March 2012 overall crime has fallen by 3%. • Safer Streets is a multi-agency project providing crime prevention advice and measures, signposting to services and fitting smoke detectors. • In April 2010 Hertsmere joined the Hertfordshire CCTV partnership. • Operation Bracken won the Mick Fogarty award for best example of problem solving and dealing with anti-social behaviour.

Our Community

Place

Hertsmere has a leading role to play in improving the quality of life for everyone who lives and works in the borough. Hertsmere's geographical location is to the north of Greater London. This has an impact on the local economy, and whilst it generates inward investment, it also places added pressure on our infrastructure. With three major roads (M1, M25, A1) and good rail links running through the borough, the population is very mobile and over 60% of residents commute to work outside the area. Hertsmere is made up of 80% Green Belt land and has some main towns including Bushey, Potters Bar, Radlett, Elstree and Borehamwood. There are also several small settlements including Shenley, South Mimms, Ridge, Aldenham and Letchmore Heath.

The council is part of a three-tiered political structure in Hertfordshire, with Hertfordshire County Council (HCC) responsible for social care, education, waste disposal, highways etc. In addition to the district council, there are also town and parish councils in the borough.

People

The population estimate of the borough, based on the 2011 Census, is 100,031. The largest age group in Hertsmere is the 30-44 year olds at 20,683. This is a change since our last publication when 45-49 year olds at 7,900 people was the largest age group. After Watford, Hertsmere is the most diverse district in Hertfordshire. According to 2011 Census 15% of the population are not from a White British, Irish or White other background.

Hertsmere is also the centre of Hertfordshire's Jewish community - almost 67% (an increase of 7%) of the Jewish population live in the borough, making up 14.38% of the population; larger than that of all the London boroughs, except Barnet and Hackney according to the 2011 Census. Hertsmere also has a large Indian population of 3,723 people, who mainly follow the Hindu faith and is home to the UK headquarters of the International Society for Krishna Consciousness, Bhaktivedanta Manor.

Hertsmere is a relatively affluent area with low unemployment, good levels of education and a low crime rate. Key contributors to the area's economy include the concentration of the creative film industry in the borough, including the BBC Studios and the world renowned, council owned, Elstree Studios. Unemployment, based on Job Seekers Allowance claims, has reduced from 2.4% in November 2011 to 2.3% in December 2012. However, this hides significant variations between wards, with Borehamwood Cowley Hill having the 4th highest unemployment rate in the County.

There are a number of localised pockets of deprivation in areas. The 2010 Index of Multiple Deprivation shows that Borehamwood Cowley Hill ward is in the top 25% of the most deprived areas in the country. Other areas of deprivation also exist in parts of Bushey North, Potters Bar Oakmere and Borehamwood Brookmeadow and Borehamwood Kenilworth wards. This deprivation contrasts sharply with the equally concentrated areas of affluence that characterise other areas of the borough, particularly Radlett and Aldenham. Consequently, we are mindful of the diverse communities we have in Hertsmere.²

² Please see 'Knowing our Communities' on Hertsmere Borough Council's website for detailed statistical information gathered from partners, www.hertsmere.gov.uk/knownourcommunity

Healthier Communities

Health and wellbeing affects each and every one of us. We each have a responsibility to ensure that good health and wellbeing is promoted in our families, workplaces and communities.

Many Hertsmere residents enjoy good health and wellbeing. However, there are still significant problems, such as the level of physical activity in children and young people, smoking and road accidents. While the average life expectancy in Hertfordshire has increased considerably over the past ten years, the gap between the least and most deprived has not changed and this is reflected in Hertsmere.

In response to the transfer of Public Health to Local Government, the Local Strategic Partnership agreed to develop the Health and Wellbeing Theme group into the key conduit for Hertsmere and Hertsmere Borough Council feeding into the Health and Wellbeing Board for Hertfordshire. Our plan will support the Hertfordshire Health and Wellbeing Board in achieving its aims and objectives in Hertsmere.

The priorities for the partnership will focus on where we can make the biggest difference by working together towards the key issues for our community. We understand that this is not an exhaustive list but highlights issues for action which need to be addressed. The annual action plan will show all the work undertaken which contributes to the delivery of this strategy and the Hertfordshire Health and Wellbeing Strategy.³ It is also important to note that the strategy will continue to evolve and reflect local priorities based on evidence of changing needs and aspirations.

Overarching approach

Supporting people according to need

The Marmot Review 'Fair Society, Healthy Lives', a report published on request of the Secretary of State for Health, looks at the most effective way of reducing health inequalities. It is a principle endorsed by the Hertfordshire Health and Wellbeing Board and is instilled across our priorities locally. Everybody has the right to receive the support they need to be healthy and happy. By supporting people according to their need means targeting partnership activity based on relative deprivation.

Health and Wellbeing is everybody's business

Health and wellbeing is everybody's business and everybody's responsibility. Tackling health inequalities and improving the overall health and happiness of Hertfordshire will always present challenges and no single individual or organisation can tackle these issues alone. It is important that residents take responsibility and feel enabled to make healthy choices in life, whilst community groups and statutory organisations provide support and deliver services when you need them.

Tackling issues throughout the life course

For each of our priorities we will look at the 'life course' because your health, at any one point in your life, is related to the things all through your life, which either increase or decrease your risk of ill health and poor emotional wellbeing. Our partnership will deliver projects for children and young people, working age adults and older people.

³ The Hertfordshire Health and Wellbeing Strategy can be found here www.hertsdirect.org/hwb

Our priorities are

- To promote healthy weight and increase physical activity.
- To improve mental health and emotional wellbeing.
- To create a healthy culture across all services, all communities and all workplaces.

We will do this by

- Running healthy eating and exercise projects.
- Supporting the delivery of activities at the Health and Wellbeing Centre - Number 10.
- Reducing alcohol misuse and smoking.
- Working with communities to instil a healthy living culture.
- Supporting local voluntary groups.



Safer Communities

The Crime and Disorder Act 1998, as amended by the Police Reform Act 2002 and the Police and Justice Act 2006, placed a duty on Crime and Disorder Reduction Partnerships to formulate and implement a strategy to tackle crime and disorder in its local area. Following the Police Reform and Social Responsibility Act 2011 the requirement to work together to tackle crime and disorder continues but the duty to produce a three year strategy has been removed and an annual strategic assessment is now required. However Hertsmere's Community Safety Partnership (CSP) has decided to continue to produce a three year strategy to articulate its key priorities and to outline how the partnership will work towards achieving these, which is endorsed by the LSP.

Since Hertsmere's first Crime and Disorder Reduction Strategy, published in 1997, and the establishment of the Crime and Disorder Reduction Partnership, now the Community Safety Partnership, we have developed a successful track record of working together to address community safety issues across the borough.

Crime levels in Hertsmere are relatively low and steadily falling. A strategic assessment undertaken in 2011 showed that over the previous year all crime has fallen by 3%. Although crime and disorder remains a priority issue for the people of Hertsmere, 76% of residents agreed that the police and local council are successfully dealing with anti-social behaviour and crime issues in their local area. The CSP will be able to build on our previous success by tackling those problems of greatest



concern responding to changing demands or emerging priorities.

Overarching approach

By working in partnership and with our local communities we can achieve sustained crime reductions and make Hertsmere a safer place to live, work and visit.

The responsible authorities of the CSP have worked closely together to:

- Prepare a strategic assessment to assist in identifying the priorities that the partnership will focus on.
- Produce a partnership plan that contains the partnership's strategy for tackling crime, disorder and the issue of drugs, identify how the partnership will measure performance and the ways in which the partnership engages with local communities.
- Improve visibility and accountability by holding regular public meetings during each year so that communities can raise their concerns with representatives of the responsible authorities.

⁴ Hertsmere's Community Safety Plan can be found here www.hertsmere.gov.uk/community

Our priorities are

- To create safer environments by tackling crime (particularly dwelling burglary and vehicle crime), anti-social behaviour and alcohol-related disorder.
- To improve lives by reducing harm caused to communities by drugs.
- To reduce offending and manage offender behaviour.
- To build community confidence and increase feelings of safety.

We will do this by

- Targeting prolific and other priority offenders.
- Reducing the supply of illegal drugs on our streets.
- Keeping young people safe and out of trouble.
- Engaging communities in locality problem solving.
- Working in the community to deliver local initiatives such as 'Safer Streets', providing community safety advice and signposting to services.



Thriving Communities

For a number of years Hertsmere Together has been working successfully in partnership to bring the community together. Evidence shows that increasing community cohesion has short and long term effects on the wellbeing of people and families. Providing volunteering opportunities and skills development improves lives and gets people back into training and employment.

The onset of Welfare Reforms will see the number of people needing money management and debt advice increase and communities will need the support of service providers to thrive.

We have to find the best ways of helping all families to thrive. If we can do this, we will give every child the best start in life and enable all children, young people and adults to maximise their capabilities and have control over their lives.

It is important that partners work together to support all families to achieve their full potential. By coordinating and joining up how we work together we will deliver more effective and timely support to the most vulnerable families and individuals. A longer term benefit will be that these families are able to break the cycle of possible disadvantage they face.



Overarching approach:

We will aim to be innovative and creative in our approach to partnership working to address worklessness and debt.

We will continue to address the needs of children and young people by taking a whole family approach, supporting and developing services that address the needs of all members of the family.

The needs and aspirations of children and young people will be addressed through the Youth Network and across both the Health and Wellbeing Group and Community Safety Partnership. The Youth Network will feed into both of these groups and act as an important network bringing together different service providers.

We are keen to promote community-led approaches, developing solutions locally providing residents and community groups with the support to do so.

We will work in partnership to attract new funding for locally based initiatives.

Our priorities are

- To provide accessible opportunities to skills development and financial advice.
- To increase community involvement and cohesion so people feel empowered and that they belong.
- To enable people to take part in decision making processes, increasing pride in communities and assisting ideas to thrive.
- To support the development of volunteering, social enterprise and business opportunities.

We will do this by

- Increasing availability of debt and benefits advice.
- Promoting and referring those in need to the local Food Bank.
- Working with the voluntary sector and supporting community development initiatives.
- Developing skills and employability.
- Working with local businesses to encourage investment and work with the voluntary sector.
- Taking part in the Hertfordshire Thriving Families project.
- Providing positive activities throughout life.



Delivering our aims

The objectives within this strategy will be addressed through the Community Safety Partnership, Health and Wellbeing Group and Thriving Communities Partnership which report to the LSP. The LSP board will continue to meet quarterly, receiving regular updates and considering cross cutting issues arising.

To ensure we deliver against the priorities measurable actions will be defined within action plans for each theme. Progress on the strategy will be published annually on the Hertsmere Borough Council website.

Agendas, minutes, membership and funding opportunities can also be found on the website, www.hertsmere.gov.uk/hertsmeretogether

We welcome feedback on all aspects of the work of Hertsmere Together. If you have any comments or would like to get involved in delivering the Community Strategy please contact Hertsmere Borough Council by emailing partnership.support@hertsmere.gov.uk telephone 020 8207 7801 or write to Civic Offices, Elstree Way, Borehamwood, Hertfordshire, WD6 1WA

Our partners

The membership of Hertsmere Together is reviewed regularly to ensure all sectors are represented. Partners have the authority to speak on behalf of their organisations and to commit resources to achieve the aims in this Community Strategy. The partnership is hosted by Hertsmere Borough Council and updates to the list of members can be found on the website.

- Community Action Hertsmere
- Citizens Advice Bureau
- Forum of Faiths
- Fire and Rescue
- Hertfordshire Constabulary
- Hertfordshire County Council
- Hertsmere Borough Council
- Hertsmere Leisure
- Hertsmere's Town and Parish Councils Representative
- Herts Valley's Clinical Commissioning Group
- Housing Association Representative
- Job Centre Plus
- Oaklands College
- Public Health
- WENTA



